

USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/21 thru 12/27. (prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY														
	THIS WEEK						PREVIOUS WEEK				PREVIOUS YEAR			
_	Feature Rate	26.2% of 22,500 stores			46	46.1% of 22,500 stores				.2% of 19	9,500 sto	res		
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores Avg		Stores	Avg	Stores	Avg	
R	USDA GRADE AA						·							
E	White 12 pack	50	2.25	670	1.77			670	1.49	90	2.15	1,610	1.07	
G	White 18 pack	40	2.50	450	2.39	10	2.25	1,990	2.48			760	2.11	
U	Brown 12 pack													
ı	USDA GRADE A													
A	White 12 pack	140	1.42	940	1.52			630	1.30	120	2.33	820	1.22	
	White 18 pack			350	1.98			2,180	2.33			1,440	2.12	
•	Brown 12 pack							10	1.29					
	USDA ORGANIC													
_	White 12 pack													
S	Brown 12 pack	30	3.19	150	3.91			590	4.12			640	3.55	
P	OMEGA-3													
C	White 12 pack	20	3.29	1,010	2.76	490	2.67	770	2.75	130	2.59	840	2.76	
1	Brown 12 pack							220	3.56					
Ā	CAGE-FREE						-							
ı	White 12 pack			240	3.22	30	2.79					1,280	2.28	
T	Brown 12 pack	<u></u>		360	3.30			950	3.18			1,740	2.28	
Y	VEGETARIAN FED													
	White 12 pack							210	2.62					
	Brown 12 pack			260	2.72			220	2.79			70	3.49	

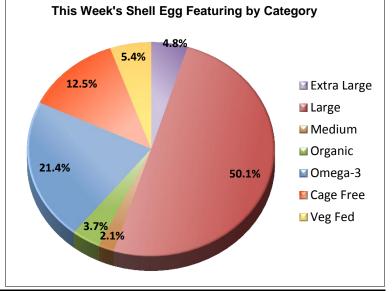
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen											
1.55		1.58		1.55	1.58						
1.50	1.47										
1.45			1.45								
1.35 Nov 16-22	Nov 23-29	Nov 30-Dec-06	Dec 07-13	Dec 14-20	Dec 21-27						

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/		
Regular	2,640	5,490	4,840	Large Eggs on		
Specialty	2,070	3,480	4,700	Dec-17-2012		
Total (includes MD)	4,810	9,000	9,670	572.5		
Special Rate 4/:	10.0%	10.8%	2.5%	down 13.3%		

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

As we move closer to Christmas, featuring of regular shell eggs is sharply lower, driven by a substantial drop in promotions of 18 pack eggs that were very visible a week ago. The average price of Grade A, or better, Large white eggs to consumers moves upward. Shoppers are getting a much needed boost to their buying power as grocers continue offering "no price" incentives to compensate for higher prices. Extra Large and Medium eggs are starting to appear more frequently in circulars. Specialty shell egg featuring is not as active as last week even with an increase in ads for Omega-3 type eggs. Promotions of liquid egg products are fewer in frequency this week. Egg nog promotions are higher in numbers as store are marketing more 32 ounce cartons and 64 ounce cartons are maintaining a steady level of visibility.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

	NORTHEAST U.S.						SOUTHEAST U.S.				MIDWEST U.S.				
Feature Rate 17		D . 1/	(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)				(AL,FL,GA,MS,NC,SC,TN,VA,WV)				(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)				
	Feat	ure Rate " ity Index "	35.4% of 4,400 sampled outlets Activity Index = 1,920 (includes Medium)				27.8% of 6,000 sivity Index = 520			20.7% of 4,000 sampled outlets Activity Index = 830 (includes Medium)					
	CLASS		EXTRA LARGE	•	RGE	EXTRA LARGE		LARGE		EXTRA LARGE		LARGE			
			Price Range Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/	
US	DA	White 12 pack										1.50	10	1.50	
	ADE	White 18 pack													
A		Brown 12 pack	140 1				11000				14/11/2				
		MEDIUM White 42 pools	White 12 pack 1.50 20 1.50	1.59	240 1.59		White 12 pack	1.00 - 1.66	220 4 55	1.39 - 1.50	White 12 pack 110 1.40	1.00 - 1.50	220	1.44	
US	DΛ	White 12 pack White 18 pack	1.50 20 1.50	1.59	240 1.59			1.00 - 1.00	330 1.55	1.39 - 1.50	110 1.40	1.88 - 1.99	270	1.44	
GR		Brown 12 pack										1.00 - 1.99	210	1.37	
- 1	_		White 12 pack	1.28	10 1.28	<u> </u>	White 12 pack	0.98 - 0.99	30 0.98		White 12 pack				
		MEDIUM	White 30 pack				White 30 pack				White 30 pack				
	JSDA	ORGANIC													
s		White 12 pack													
Р		Brown 12 pack		3.49 - 4.99	140 3.90							3.99	10	3.99	
E	OME		2.20 20 2.20	1.00 2.00	000 070			2.40	80 2.49			2.40	10	0.40	
С		White 12 pack Brown 12 pack	3.29 20 3.29	1.99 - 3.99	920 2.79			2.49	80 2.49			2.49	10	2.49	
1	CAGE	-FREE													
A	OAGL	White 12 pack		2.99	50 2.99							3.29	180	3.29	
누		Brown 12 pack		2.66 - 3.49	260 3.28			3.39	80 3.39			2.50 - 3.39	20	3.11	
\ \ \	'EGE	ARIAN FED													
		White 12 pack													
		Brown 12 pack		1.99 - 3.49	260 2.72										
				NTRAL U.S				VEST U.S.				WEST U.S.			
		1/	(AR,AZ,CO,KS,LA,	(CA,HI, NV)				(AK,ID,MT,OR,WA,WY)							
		ure Rate ^{1/} rity Index ^{2/}	15.1% of 4,000 sampled outlets Activity Index = 600 (includes Medium)			36.1% of 2,900 sampled outlets Activity Index = 880 (includes Medium)				16.7% of 1,200 sampled outlets Activity Index = 60 (includes Medium)					
		White 12 pack	Activity index = 600	1.50	200 1.50	2.25	50 2.25	1.50 - 1.99	450 1.92	-	activity index = 6	0.98	10 10	0.98	
US		White 18 pack		1.99 - 2.50	160 2.14	2.50	40 2.50	2.25 - 2.50	260 2.48			2.99	30	2.99	
GR		Brown 12 pack		2	.00		.0 2.00	2.20 2.00	200 20			2.00	00	2.00	
Α	A	MEDIUM	White 12 pack				White 12 pack	1.07 - 1.20	40 1.18		White 12 pack	1.10	10	1.10	
		White 12 pack		1.49 - 1.67	120 1.53	1.50	10 1.50	1.00 - 1.49	30 1.35						
US		White 18 pack		1.88 - 2.49	80 2.00										
	ADE	Brown 12 pack													
,	,	MEDIUM	White 12 pack	0.98	10 0.98		White 12 pack				White 12 pack				
	ISDA	ORGANIC	White 30 pack			1	White 30 pack				White 30 pack				
	USDA	White 12 pack													
S		Brown 12 pack	3.19 30 3.19												
P	OME														
E		White 12 pack													
1	Brown 12 pack														
A	CAGE	-FREE													
L		White 12 pack										2.99	10	2.99	
T	EGE	Brown 12 pack													
Y	EGE	White 12 pack													
		Brown 12 pack													
			al Marketing Service, Poultry			<u> </u>								2 of 3	

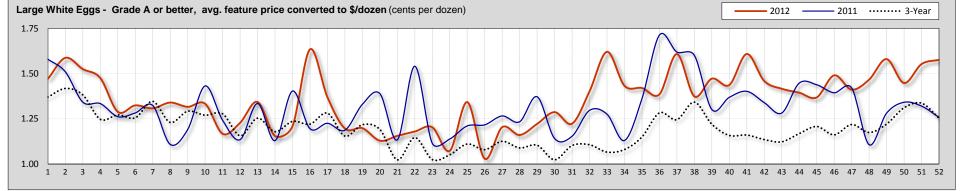
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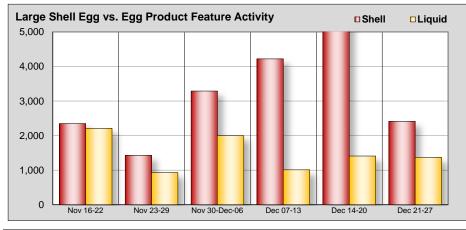
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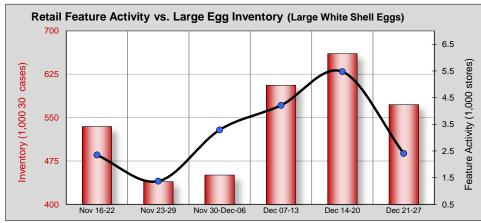
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/21 thru 12/27.

(prices in dollars per carton)

EGG	THIS	LAST	LAST	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST	
PRODUCTS	WEEK	WEEK	YEAR	NORTHEAST	SOUTHEAST	INIDANESI	SOUTH CENTRAL	SOUTHWEST	NORTHWEST	
1/ Feature Rate	Rate 5.5% 5.4% 3.6% 19.7% of 4,400 sampled		3.5% of 6,000 sampled	0.7% of 4,000 sampled	2.4% of 4,000 sampled	0.0% of 2,900 sampled	3.1% of 1,200 sampled			
2/ Activity Index	1,370	1,410	800	Activity Index = 1,070	Activity Index = 210	Activity Index = 30	Activity Index = 20	Activity Index = 0	Activity Index = 40	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	
14-16 oz. crtn	880 2.72	110 2.28	270 2.63	1.99 - 2.99 790 2.73		2.29 - 2.50 30 2.38	2.49 - 2.69 20 2.61		2.79 40 2.79	
32 oz. crtn	490 5.13	980 4.89	530 4.28	4.99 - 5.99 280 5.24	4.99 210 4.99					
3 - 4 oz. cup		320 1.99								
2 - 8 oz. cup										
EGG NOG	THIS	LAST	LAST	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST	
200 1100	WEEK YEAR		NONTHEAST	SOUTHLAST	WIIDWEST	300TH CENTRAL	300111WE31	NORTHWEST		
1/ Feature Rate	46.2%	37.4%		55.2% of 4,400 sampled	20.0% of 6,000 sampled	48.5% of 4,000 sampled	54.2% of 4,000 sampled	62.2% of 2,900 sampled	70.2% of 1,200 sampled	
2/ Activity Index	10,340	8,670		Activity Index = 2,620	Activity Index = 1,110	Activity Index = 1,950	Activity Index = 2,150	Activity Index = 1,650	Activity Index = 860	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3,	Price Range Stores Avg 3/	Price Range Stores Avg 3,	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range StoresAvg 3/	
32 ounce	3,640 2.41	2,550 2.44		0.99 - 3.49 640 2.58	1.72 - 2.99 460 2.13	1.48 - 3.49 1,110 2.53	1.39 - 3.00 870 2.27	1.79 - 3.99 330 2.38	1.67 - 2.50 230 2.43	
64 ounce	6,700 3.42	6,120 3.32		2.99 - 4.99 1,980 3.97	2.50 - 4.99 650 3.27	2.50 - 3.99 840 3.44	2.99 - 3.99 1,280 3.13	2.50 - 4.59 1,320 2.95	2.99 - 4.59 630 3.39	







Note: See page 1 for explanatory notes.